



Dear Shareholders,

In line with our strategic transformation into a Content and Technology Powerhouse, your Company has taken yet another significant step by entering into a strategic partnership with **Ideabaaz Tech Pvt. Ltd.**, a next-generation start-up platform focused on fostering inclusive innovation and entrepreneurship. Together, your Company and Ideabaaz Tech Pvt. Ltd will launch a jointly developed and co-funded Intellectual Property (IP) titled **Ideabaaz**, aimed at building India's largest start-up ecosystem.

The strategic partnership reflects your Company's approach to consistently identify high-potential, future-facing opportunities at the unique intersection of media, entrepreneurship and innovation. **Ideabaaz** is an integrated platform and reality show designed to discover, mentor and fund entrepreneurs from India's tier II and tier III cities that are rich in ideas but often underserved in terms of access and visibility.

In a first-of-its-kind approach, your Company will adopt a dual-platform strategy, combining the collective viewing power of television and digital. **Ideabaaz** will premiere on **Zee TV** and **ZEE5**, leveraging your Company's global reach of over 1.3 billion viewers and deep regional footprint across languages. This unique show will blend compelling storytelling with meaningful impact—offering real entrepreneurs a national platform to pitch, secure mentorship and gain funding support.

This initiative aligns with India's broader vision for a tech-driven and innovation-led economy by 2047. **Ideabaaz** will enable Bharat's entrepreneurial talent to break language and market barriers, celebrating stories that are rooted in aspiration and resilience. The partnership follows your Company's recent strategic investment in the micro-drama App – **Bullet**, and further demonstrates its focus on scaling new content verticals, investing in IP creation and building a differentiated value proposition.



The experienced Board of your Company continues to guide the Management team enabling it to achieve the strategic growth initiatives. Post the recently concluded Extraordinary General Meeting, the Board of your Company has met and deliberated on the outcome with the investment bank J.P. Morgan. The Board has advised J.P.Morgan to explore alternate routes that will further enable your Company to strengthen its financial foundation in order to effectively pursue its strategic growth plans.

As your Company continues its journey to evolve into a future-ready entertainment powerhouse, it remains guided under the mentorship of the Board, to deliver long-term value to all stakeholders.

Yours Truly,

Zee Entertainment Enterprises Ltd.